

Report Parameters :

AE INITIALS :

AE LOC :

AE RC :

BILLING SUMMARY : YES

GENERATE :

MAKEGOODS : YES

BUSINESS TYPE :

ORDER TYPE :

PRE PRINTED :

PRINTED DATE :

REV NUM : 1

ORDERS OF

SORT BY : By Order Number

REQUEST ID :

REQUEST RUN ID :

ORDER RANGE : 57115

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

33295	AGENCY (OR SERVICE) ACTING AS AGENT FOR		342432	ADVERTISER (OR AGENCY AND ADVERTISER)		<div>Cancellation Notice</div> <div>Required</div> <div>Announcement 28 days</div> <div>prior notice</div>
NAME	STRATEGIC MEDIA SERVICES			FIGHT FOR THE DREAM		
AND	3299 K St NW Ste 200			1636 N Cedar Crest Blvd # 318		
ADDRESS	Washington	DC	20007-4415	Allentown	PA 18104-2318	
	USA			USA		
CONTACT	JESSICA MURRAY			PRODUCTFIGHT FOR THE DREAM PAC		
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.	PRODUCT CODE	1310	
NATIONAL SALESPERSON						
BROADCAST SCHEDULE STARTING 10/26/12 AND ENDING 11/05/12 NO. WEEKS: 2						

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
PRINT AT STATION. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. PAID FOR BY FIGHT FOR THE DREAM. ACTG ORDER NO- 1664; WS ORDER NO- 76162										
1	F	1	05:58A	07:00A	30S	10/26/12-10/26/12	THIS MORNING 6-7AM	1	850.00	850.00
2	10101..	3	05:58A	07:00A	30S	10/29/12-11/02/12	THIS MORNING 6-7AM	3	850.00	2550.00
3	M	1	05:58A	07:00A	30S	11/05/12-11/05/12	THIS MORNING 6-7AM	1	850.00	850.00
4	F	1	07:00A	08:00A	30S	10/26/12-10/26/12		1	500.00	500.00
5	.1.1...	2	07:00A	08:00A	30S	10/30/12-11/01/12		2	500.00	1000.00
6	M	1	07:00A	08:00A	30S	11/05/12-11/05/12		1	500.00	500.00
7	01010..	2	09:00A	09:30A	30S	10/30/12-11/01/12	PITTSBURGH LIVE	2	300.00	600.00
8	F	1	10:58A	11:58A	30S	10/26/12-10/26/12	PRICE IS RIGHT	1	800.00	800.00
9	01010..	2	10:58A	11:58A	30S	10/30/12-11/01/12	PRICE IS RIGHT	2	800.00	1600.00
10	F	1	11:58A	12:30P	30S	10/26/12-10/26/12	NOON NEWS	1	800.00	800.00
11	01001..	2	11:58A	12:30P	30S	10/30/12-11/02/12	NOON NEWS	2	800.00	1600.00
12	10101..	3	02:58P	03:58P	30S	10/29/12-11/02/12	DR. PHIL	3	550.00	1650.00
13	F	1	05:58P	06:30P	30S	10/26/12-10/26/12	M-F 6PM NEWS	1	1350.00	1350.00

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

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NAME	STRATEGIC MEDIA SERVICES				FIGHT FOR THE DREAM		
AND	3299 K St NW Ste 200				1636 N Cedar Crest Blvd # 318		
ADDRESS	Washington	DC	20007-4415		Allentown	PA 18104-2318	
	USA				USA		
CONTACT	JESSICA MURRAY				PRODUCT	FIGHT FOR THE DREAM PAC	
LOCAL SALESPERSON	Brian Butz-1		AGENCY EST. NO.		PRODUCT CODE	1310	
NATIONAL SALESPERSON							
BROADCAST SCHEDULE STARTING 10/26/12 AND ENDING 11/05/12 NO. WEEKS: 2							

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ITEM	DAYS	SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
			FROM	TO						
14	01110..	3	05:58P	06:30P	30S	10/30/12-11/01/12	M-F 6PM NEWS	3	1350.00	4050.00
15	01010..	2	06:30P	07:00P	30S	10/30/12-11/01/12	M-F 630PM NEWS	2	1350.00	2700.00
16	F	1	11:00P	11:35P	30S	10/26/12-10/26/12	11PM NEWS	1	2750.00	2750.00
17	0101000	2	11:00P	11:35P	30S	10/30/12-11/01/12	11PM NEWS	2	2750.00	5500.00
18	Sa	1	05:58A	07:58A	30S	11/03/12-11/03/12	SAT. MORN. LOCAL NEWS	1	400.00	400.00
19	Sa	1	07:00P	07:30P	30S	11/03/12-11/03/12	SAT 7PM NEWS	1	950.00	950.00
20	Su	1	08:58A	10:28A	30S	10/28/12-10/28/12	CBS SUN MORN	1	900.00	900.00
21	Sa	1	07:00P	07:30P	30S	10/27/12-10/27/12	SAT 7PM NEWS	1	950.00	950.00
22	Su	1	06:58P	08:00P	30S	10/28/12-10/28/12	60 MINUTES	1	7500.00	7500.00
23	Su	1	11:00P	11:35P	30S	11/04/12-11/04/12	11PM NEWS	1	2500.00	2500.00
Total Contract:								35		42850.00
Billing Summary										
Qtr 4-12						Oct	Nov	Dec	Total	
						16400.00	26450.00	.00	42850.00	
GRAND TOTAL									42850.00	

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